

# CUTGROUP TESTING PROCESS

## DIGITAL SERVICE WORKSHOP

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## RECRUITMENT EMAIL

There will be an email sent to a selected number of testers, this be done by segmented testers using their zip codes. This will be done in an effort to garner the most representative testers as much as possible during this portion of testing. Which zip codes are selected will be determined by need and what the GR Digital Team deem underrepresented zip codes or demographics that may need more attention. Emails will be sent using MailChimp.

***Note: Email Template language/content is subject to change***

### Civic User Testing: Digital Services Testing

Hi [First Name/Last Name],

Thank you for signing up to help the City make a website that works better for everyone! You're invited to participate in the Cities Digital Services Workshops, services include *Paying Your Water Bill*, *Paying Parking Ticket*, *Start Water Service* and many more. These workshops will take place at City Hall, right by the Calder Plaza (see directions below).

These test workshops will help us learn more about how residents interact with the City website and informs us on what changes we need to make it work better. The test will take about 60 minutes to complete on-site at City Hall with the guidance of City Staff.

There are 15 available spots for this test every week, 5 testers per day. Everyone to complete the test will receive a \$10 gift card. If you would like to help make the City website better, please sign up [here](#) . Once you have signed up we will follow up with you about next steps. Don't worry if you are not able to take the test at this time, there will be many more test invitations in the future.

Thank you for helping make the City website better!

GR Digital Team  
City of Grand Rapids

## SCHEDULING

### CALENDLY

Calendly saves multiple meeting types, so you can clone weekly or monthly meetings, keeping your preferences for length of meeting and available time-slots intact without affecting your default settings for new meetings. While Calendly works well for scheduling meeting with individuals or team members within an organization, its custom events links work well for sharing events with clients and customers, too.

When testers click on the link, they will be directed to the “Select A Date” page where they will be able to select a time/day they are able to attend a test session. They will be prompted to confirm their first and last name and email. We will then all confirmed testers times/dates into a calendar that will be closely monitored and updated regularly as needed. **Cost:** Free; Premium features from \$8/month.

This screenshot shows the 'Select a Day' interface for a Calendly event titled 'Civic User Digital Services Testing'. The event is set for 'City Hall - 300 Monroe Ave NW Grand Rapids, MI 49503' and 'Times are in Eastern Time - US & Canada'. The interface displays a calendar for the week of March 13 to March 21. The days are represented by circles: Mon Mar 13 (unavailable), Tue Mar 14, Wed Mar 15, Thu Mar 16, Fri Mar 17, Mon Mar 20, and Tue Mar 21. The 'Today' indicator is positioned over the 'Fri Mar 17' circle. Below the calendar, there are links for 'THIS WEEK' and 'NEXT WEEK', and a link to 'After Mar 21'.

This screenshot shows the 'Select a Time' interface for the event. It displays the selected date, 'Friday, March 17, 2017', and the time zone, 'Times are in Eastern Time - US & Canada'. The interface prompts the user to 'Select a Time' and shows three available time slots: '09:00am', '03:00pm', and '04:45pm'. The '04:45pm' slot is highlighted.

This screenshot shows the 'Enter Details' interface for the event. It prompts the user to enter their 'Full Name \*' and 'Your e-mail address \*'. The 'Full Name' field is split into 'First Name' and 'Last Name' sub-fields. The 'Your e-mail address' field contains the placeholder text 'email@email.com'. Below the form fields is a blue 'Schedule Event' button. The event details on the left include the title 'Civic User Digital Services Testing', the time '04:45pm - Friday, March 17, 2017', the time zone 'Eastern Time - US & Canada', and the location 'City Hall - 300 Monroe Ave NW Grand Rapids, MI 49503'.

## SIGN-UP CONFIRMATION EMAIL

Hi [First name Last name],

Thank you for taking the time to sign up for the Digital Service Workshops. This is a confirmation that we have received your sign up submission. The information you submitted is listed below.

Digital Services included services like *Paying Your Water Bill, Pay Your Parking Ticket, Start Water Service* and many more. These workshop will take place at **City Hall, right by the Calder Plaza.**

We'd like to confirm that you are signed up to attend a workshop session on **March \_\_, 2017 at 4:45pm at City Hall.**

### **Directions to City Hall:**

300 Monroe Ave., 5th Floor  
Grand Rapids, MI 49503

**Parking:** *TBD by GR Digital Team*



### **Confirmation:**

**Name:** [first name last name]

**Email:** firstnamelastname@email.com

**Date:** March \_\_, 2015

**Time:** 4:45pm

Let us know if you have any questions or concerns by replying to this email. We will get back to you as soon as possible.

***If you are unable to attend the workshop please do so 24 hours before the workshop by replying "Cancel Workshop" to this email. We will remove you from the workshop immediately.***

**Usability Test Script Template** - *Subject to change pending Training Workshop with GR Digital Team*

- ☐ Web browser should be open to Google or some other “neutral” page

Hi, \_\_\_\_\_, thanks for being here with us today. My name is \_\_\_\_\_, and I’m going to walk you through this session today.

Before we begin, I have some information for you, and I’m going to read it to make sure that I cover everything. We’re asking people to try using the City website that we are currently working on so we can see if it’s working as intended and if it is indeed working better for everybody! The session should take about \_\_\_\_\_.

We’d like to make clear that we are not testing you or how well you know the City website. We are testing the website itself. So, you can’t do anything wrong here. In fact, this is probably the one place today where you don’t have to worry about making mistakes.

Here are a few guidelines:

- Try to say out loud what you are thinking as much as possible: into what you’re looking at, what you’re trying to do, and what you’re thinking.)
- We’re doing this to improve the City website, so we’ll need to hear your honest reactions.
- If you have any question as we go along, feel free to just ask them. We’re interested in seeing how people try and troubleshoot on their own. But if you have any question when we’re done, I’ll try to answer them as best I can.
- You may have noticed that the application we are using to test the website today will be recording what happens on the screen and our conversation. The recording will only be used to help us figure out how to improve the website. It will not be seen by anyone but the small team working on this project. And it helps me not have to take as many notes.
- If you would, I’m going to ask you to sign a simple permission form for us. It just says that we have your permission to record you, and that the recording will only be seen by the people working on the project.

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- ☐ Give tester the recording permission/consent form and a pen
  - ☐ While they sign it, START the SCREEN RECORDER

Do you have any questions so far?

OK. Before we look at the website, I'd like to ask you a few quick questions.

1. [Insert relevant screener questions if necessary]

Ok, perfect! We can start looking at the website now.

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☐ **Click on the bookmark for the City website's Homepage or enter grcity.us**

First, just take a look at this page and tell me what you think of it. Just look around and do a little narrative.

You can scroll if you want to, but don't on anything yet.

- What strikes you about it?
- What can you do on this website?
- What do you think the website should do for you?

☐ **Task duration: 3-5 minutes**

Now, I'm going to ask you to do some specific tasks. I'm going to read each one out loud and give you printed copy as well.

I'm also going to ask you to do these tasks without using Search. We'll learn a lot more about how well the site works that way.

And, again, as much as possible, it will help us if you can try to think out loud as you go along.

- ☐ **Hand the participant the first scenario, and read it out loud**
- ☐ **Allow the user to proceed until you feel like it's producing any value or the user becomes very frustrated.**
- ☐ **Repeat for each task or until time runs out.**

Thank you! That was very helpful.

Do you have any questions for me, now that we're done?

- ☐ Give them their incentive, or remind that it will be sent to them.
  - ☐ Stop the screen recorder and save the file.
  - ☐ Thank them and escort them out.
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**Resources:**

1. Medium: <https://medium.com/user-research/user-research-basics-creating-a-test-and-script-bef65496292c#.k0p8b4tur>
  2. Usability Test Script: <https://sensible.com/downloads/test-script.pdf>
  3. CUTGroup Book: <http://www.cutgroupbook.org/6-examples/>
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**What is the purpose of this test?**

- We are asking you to participate in this Civic User Test because we are trying to learn more about how people are likely to use the City website.

**How much time will this take?**

- This study will take about 30 minutes of your time as follows: 5 minutes of discussion, 25 minutes for evaluating the site and 5 minutes of wrap-up.

**What will I be asked to do if I agree to participate in this study?**

- If you agree to be in this study, you will be asked to perform basic interactions with the application under consideration. The test session will be video recorded. The recordings will be of your activity on the computer screen and your voice.
- Following the session, the video recordings may be analyzed by the GR Digital Team in order to provide further feedback, and videos with voice and the website interface may be shared to educate others about website usability.

**What are the risks involved in participating in this study?**

- Being in this study does not involve any risks other than what you would encounter in daily life interacting with a computer-based application. It is important that you understand that your information will remain confidential during and after the testing session.

**What are the benefits of my participation in this study?**

- You will not personally benefit from being in this study beyond the remuneration that has been offered. However, we hope that what we learn will help contribute to improving the quality of the applications being studied.

**Can I decide not to participate? If so, are there other options?**

- Yes, you can choose not to participate. Even if you agree to be in the study now, you can change your mind later and leave the study. There will be no negative consequences if you decide not to participate or change your mind later.

**How will the confidentiality of the research records be protected?**

- The records of this study will be kept confidential. In any report we might publish, we will not include any information that will identify you. Study records will be stored securely and only the GR Digital Team will have access to the records that identify you by name. Some people might review our records in order to make sure we are doing what we are supposed to. If they look at our records, they will keep your information confidential. Digital versions of all video recordings will be kept in password-protected files and will be destroyed within three years after start of the study.

**Whom can I contact for more information?**

GR Digital Team  
300 Monroe Ave.  
Grand Rapids, MI 49503  
digital@grand-rapids.mi.us  
616.456.3000

**Statement of Consent:**

I have read the above information. I have had all my questions answered. (Check one:)

- ☐ I consent to be in this study.  
☐ I DO NOT consent to be in this study.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Printed name: \_\_\_\_\_

Personal Release for Filming:

I authorize the CUTGroup to take and use video recordings of me in connection with the usability study.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Printed name: \_\_\_\_\_

You will be given a copy of this information to keep for your records upon request.

Thank you for helping making a City website that works better for everyone!

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**Resource:**

1. CUTGroup Book - <http://www.cutgroupbook.org/6-examples/>
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## GIFT CARDS

Gift cards will be distributed onsite by the GR Digital Team. The GR Digital Team will also be solely responsible for tracking and recording how many and which Gift Cards have been expensed in their Gift Cards Database.

Contact Becky Jo Glover or Angela Dore for further information.